



Chris Bray

Creating elegant and immersive experiences for anything with a pixel.

917.747.2793 • chris@chrisbray.com

<http://about.chrisbray.com> • <http://www.linkedin.com/in/chrisbray>

overview

I offer a unique combination of leadership, technology strategy, and creative problem solving together with over 15 years of proven abilities managing and delivering large and small-scale web and mobile solutions for businesses.

I have held leadership positions in digital product development, technology team management, technology strategy, and research and development. I am accomplished and adept at building and guiding diverse teams to deliver top performance while maintaining the highest emphasis on quality.

skills & expertise

- Team management and leadership
- Emerging technology, R&D and innovation management
- Technology strategy
- Product development and management
- User experience engineering, application, mobile, and web development
- Cross-discipline processes management

experience

SEP 2010 →



Director of Technology
AKQA
New York, NY

AKQA delivers award winning ideas and strategy with an unmatched reputation for producing some of the worlds most influential interactive work for leading brands. AKQA was Ad Week's 2011 Digital Agency of the Year.

~ Directly responsible for hiring and managing a team of 15 to 20 developers, technical managers, technical architects, and quality assurance engineers. Manage the career goals of employees and actively engage team members to deliver top performance while ensuring job satisfaction.

~ Responsible for contributing to departmental and organizational goals, and ensuring that the strategy and vision of the company is understood by the team. Manage departmental priorities and construct road maps for achieving long-term goals. Responsible for evaluating and implementing new departmental efficiencies.

~ Work closely with AKQA's creative department in developing ideas and solutions to meet clients' business goals. Establish standards, protocols and best practices, and communicate internal technology initiatives. Keep up-to-date with the latest innovations in technology –

from new platforms and services to cutting edge tools and libraries.

- ~ Arrange and lead architectural and design discussions. Gather business requirements and lead in the execution and communication of technology strategy for all engagements.

- ~ Coordinate with leadership and cross-discipline teams on process, structure, scope, resourcing, budgets, and delivery of all programs while monitoring overall project health and serving as a point of escalation for delivery issues.

- ~ Position and evangelize AKQA technical capabilities to the industry as well as to new and existing clients.

APR 2007 →
AUG 2010



Director of Technology
Schematic, Inc.
New York, NY

Schematic (now known as Possible Worldwide) is a WPP owned interactive marketing agency that creates digital experiences and interfaces for consumers. Schematic was OMMA's 2008 Web Design & Development Agency of the Year.

- ~ Responsible for hiring, overseeing, and managing a team of 25 technologists (at peak) across 7 technology platform groups.

- ~ Worked closely with technology departments across six global offices to develop and define standards and best practices, promote cross training and certification, define technology approaches and technical specifications, and established comprehensive knowledge sharing guidelines.

- ~ Represented Schematic's technology offering and capabilities to new and existing clients while working closely with business development and account teams to define technology strategy and manage engagements.

- ~ Provided technical leadership during all project phases including scoping and planning. Offered solutions to project challenges while mitigating risks and managing stakeholder expectations. Regularly monitored project health and served as a point of escalation for any team performance or delivery issues.

- ~ Managed and cultivated vendor and partner relationships. Interfaced with technology vendors regularly while researching new product and service offerings that would provide our clients with a competitive advantage.

MAR 2006 →
APR 2007



VP Product Development
mSmart, Inc.
New York, NY

mSmart Inc. is a consultancy focused on mobile marketing campaigns. They bring together mobile technology and traditional marketing methodologies with a fully integrated solution for entertainment content providers and mobile advertisers.

- ~ Developed a short code mobile campaign platform (premium and non-premium) that enabled businesses such as McDonalds and Kraft to reach their audiences with mobile advertising and opt-in interactions via SMS, MMS and WAP.

- ~ Managed and developed mobile marketing campaigns and wireless carrier program briefs. Worked closely with the Mobile Marketing Association (MMA) to ensure all programs conformed to published guidelines and the Mobile Marketing Code of Conduct.
- ~ Wrote requirements documentation, functional specifications and product planning documents outlining service objectives for business stakeholders and clients.
- ~ Worked closely with mobile service providers, SMS aggregators, IVR service providers, and content providers during prototyping, development and deployment phases of all product and software life cycles.

FEB 2007 →
MAR 2006



Wireless Product Manager
Musikube/NMK
New York, NY

Musikube was a leading developer of music recognition and music discovery services. The company developed a suite of mobile tools to capture consumer's interest in music wherever and whenever they came across it. In 2004, Musikube was acquired by the For-Side Group.

- ~ Responsible for prototyping, developing, managing, and maintaining 411Song, a premium mobile service that allows users to identify song titles and artists with their mobile phone.
- ~ Oversaw development and deployment of the Musikube Ringtone Voice Portal, a simple service for consumers that enables them to find and purchase mobile media using interactive voice response technology (IVR) via their mobile phone.
- ~ Managed a 7 person engineering team to ensure that development schedules were maintained and that product releases conformed to stated business objectives.
- ~ Developed product requirements and specifications while working closely with mobile carriers and vendors to ensure all service features complied with cross-carrier mobile content guidelines and individual carrier playbooks.

DEC 1999 →
JAN 2003



VP Application Development
Colloquis
New York, NY

Colloquis (previously known as ActiveBuddy and Conversagent) created conversation-based interactive agents distributed via instant messaging platforms. In late 2000, the company launched SmarterChild to over 8M users. This led to targeted promotional and CSR agents for Radiohead, Austin Powers, The Sporting News, Cablevision and others. Colloquis was purchased by Microsoft in October of 2006.

- ~ Staffed, managed, and grew a bi-coastal technology team from 0 to 19 people.
- ~ Conceived, planned, developed and released SmarterChild -- the first and most popular Instant Messaging Interactive Agent -- to over 8 million registered users of AOL's Instant • • Messenger, Microsoft's MSN Messenger, ICQ, Yahoo's Yahoo Messenger, and various third party text messaging systems.
- ~ Led research and development efforts, and guided the application development team in codifying requirements and features resulting in a complete and patented full featured scripting platform, and a publicly released BuddyScript SDK.

~ Oversaw the deployment of Colloquis technology to third parties, and guided the creative and technological development of Colloquis powered agents for various clients including Capital Records, New Line Cinema, Reuters, Keebler, and Warner Bros. Records.

~ Evangelized Colloquis products and services by conducting and teaching professional service seminars. Represented Colloquis technology in sales and business development meetings, participated in industry panels, and appeared regularly in business, technology, and consumer media publications.

JUN 1995 →
DEC 1999



Software Developer / Technical Manager
Freelance
New York, NY

Between 1995 and 1999 I worked as a freelance web developer and technical project manager both independently and for newly emerging interactive agencies like Meta4 Digital Design, Organic, and Grey Interactive. My work during this period was wide and varied, and included delivering strategic technology solutions for companies such as Barnes and Noble, Music Boulevard (CDNow), AT&T, Hugo Boss, Bank of Montreal, Cox, Autotrader, Hasbro, General Electric, FujiFilm, and Colgate.

~ Offered a variety of development and project management services for new media companies, agencies, and traditional businesses looking to deploy new web technology services.

~ Regularly interfaced with client stakeholders to manage relationships and expectations, and to map strategic business objectives to technological solutions.

~ Successfully delivered a host of mission critical development services, including:

- Strategic evaluation and planning
- Specification and documentation writing
- Team and project management
- Information architecture and technical design
- Budget planning and tracking
- Discovery, due diligence, production and deployment of technology solutions
- Quality assurance, and training and transition

education

SEP 1986 →
JUN 1991



Berklee
college of
music

Berklee College Of Music
Composition Major
Boston, MA

references

Available upon request